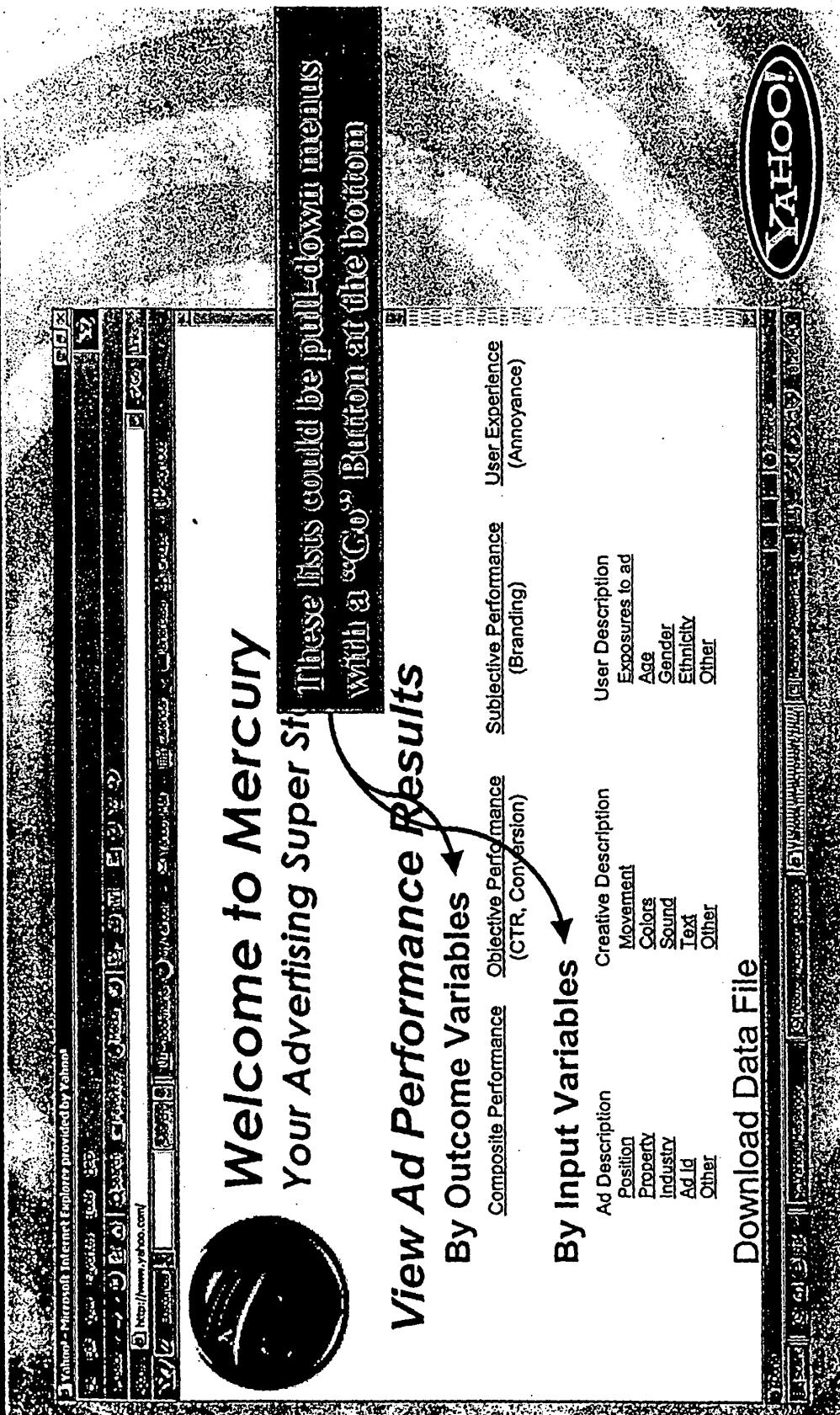


FIG. 1

Mock Special Page





Ad Feedback Survey

Thank you for providing feedback regarding an online advertisement.
Completing the survey below should take about one minute.

1. Is your feedback ad-related?
Please check one.

Yes

No

2. If possible, please name the advertiser:
Type your answer in the box.
[REDACTED]

3. Please describe the ad for which you would like to provide feedback:
Type your answer in the box.
[REDACTED]

4. Please select the option below that most closely matches your feelings
about this ad:
Please check one.

Please check one.

+3 Enjoyable

+2

+1

0

-1

-2

-3 Annoying

7. How interested were you in the product, service, or promotion being
advertised?
Please check one.

+3 Very interested

+2

+1

0

-1

-2

-3 Not interested

8. How does this ad affect your opinion of the advertiser?
Please check one.

+3 Very positively

+2

+1

0

-1

-2

-3 Very negatively

9. How does this ad affect your opinion of Yahoo!?
Please check one.

+3 Very positively

+2

+1

0

-1

-2

-3 Very negatively

10. Additional comments on the ad?
Type your answer in the box.
[REDACTED]

6. How relevant was the product, service, or promotion being advertised to
what you were doing on the Web?
Please check one.

+3 Very relevant

+2

+1

0

-1

-2

-3 Not relevant at all

Fig. 3



[Give us feedback about this ad](#)

Yahoo! Movies

Search: for

[Home](#) | [In Theaters](#) | [Times & Tickets](#) | [Greg's Previews](#) | [Trailers](#) | [DVD/Video](#) | [News & Gossip](#) |

Showtimes : 95125 [[Change location](#)]

View by: [[Movie](#) | [Theater](#)]

[Almaden Cinema Five](#)

[Towne 3](#)

[Century 24](#)

[Camera 3](#)

[Camera One](#)

[Cine 16 at the Agenda](#)

[Restaurant & Lounge](#)

[The Tech Museum IMAX](#)

[Dome Theater](#)

[Century Capitol 16 San Jose](#)

[Century Capitol Drive-In](#)

[Theatre](#)

[Camera 7](#)

[More Theaters...](#)

March 13, 2003 [[Thu](#) | [Fri](#) | [Sat](#) | [Sun](#) | [Mon](#) | [Tue](#) | [Wed](#)]

Buy Tickets from MovieTickets.com by clicking on a linked showtime.

[Almaden Cinema Five](#)

2306 Almaden Road, San Jose, CA 95125

Phone: (408)265-7373

[Theater Info](#) | [Map It](#)

[Agent Cody Banks](#) PG 1 hr. 41 min.

Starts on Friday, Mar 14

[Click for Friday's Showtimes](#)

[Bringing Down the House](#) PG-13 1 hr. 45 min.

(12:00 PM), (2:15), (4:45), 7:15, 9:30

[Daredevil](#) PG-13 1 hr. 42 min.

(11:30 AM), (2:00), (4:15), 7:00, 9:15

[How to Lose a Guy in 10 Days](#) PG-13 1 hr. 50 min.

(11:30 AM), (1:45), (4:30), 7:00, 9:40

[Jungle Book 2, The](#) G 1 hr. 12 min.

(11:15 AM), (1:00), (3:00), (5:10), 7:00

[Life of David Gale, The](#) R 2 hrs. 10 min.

8:45 PM

[Tears of the Sun](#) R 1 hr. 58 min.

(12:00 PM), (2:30), (5:00), 7:30, 10:00

[Towne 3](#)

1433 The Alameda, San Jose, CA 95126

Phone: (408)287-1433

[Theater Info](#) | [Map It](#)

[Adaptation](#) R 1 hr. 54 min.

4:40 PM, 9:05

[Bowling for Columbine](#) R 2 hrs. 00 min.

4:30 PM, 7:05, 9:35

[He Loves Me, He Loves Me Not](#) NR 1 hr. 32 min.

Starts on Friday, Mar 14

[Click for Friday's Showtimes](#)

[Russian Ark](#) NR 1 hr. 36 min.

7:00 PM

[Spider](#) R 1 hr. 38 min.

ADVERTISING



Fig 4

adfeedback[1]

```

<HTML>
<head><TITLE>Yahoo! Surveys</TITLE></HEAD>
<BODY bgcolor="#ffffff">
<CENTER>

<TABLE CELLSPACING="2" CELLSPACING="0" BORDER="0" WIDTH="600">
<TR><TD WIDTH="1%"><A HREF="http://www.yahoo.com/"></A></TD>
<TD VALIGN="bottom" ALIGN="right" NOWRAP><font face=arial size=-1>
<a href="javascript:window.close()">Close Window</a></font>
<HR SIZE="1" NOSHADe></TD>
</TR></TABLE>

<TABLE CELLSPACING="2" CELLSPACING="0" border="0" WIDTH="600">
<tr><td bgcolor="#ffcc00"><font face=arial><b>
Ad Feedback Survey
</b></font> </td></tr>
<TR><TD HEIGHT=10> </TD></TR>
<tr><td><font face=arial size=3><p></font></td></tr>
</table>

<TABLE CELLSPACING="2" CELLSPACING="0" border="0" WIDTH="600">
<tr><td>
<form method=post action="/generic.form">
<input type=hidden name="adids"
value="1407366,1407374,1354072,1407384,1486230,1161148">
<input type=hidden name="property" value="sports">
<input type=hidden name="page" value="25664825:FOOT">
<input type=hidden name=SurveyName value=adfeedback020822>
<input type=hidden name=Redirect
value=http://promo.yahoo.com/adfeedback/thanks.html>
<input type=hidden name=RequiredFields value="q1,.q4,.q13,.q15,.q7,.q6">
<input type=hidden name=RedirectRequired
value=http://promo.yahoo.com/adfeedback/index.html>
<input type=hidden name=RedumpActivate value=r>
<!-- Page 1 of 1 -->
<table cellspacing=2 cellpadding=2 width=100%>
<tr><td width=600>

<table width="90%" align=center>
<tr><td><b>Thank you for providing feedback regarding an online advertisement.
Completing the survey below should take about one minute.</b><br>
<tr><td><hr size=1 noshade></td></tr>

<tr><td><b>1. Is your feedback ad-related?</b></td></tr>
<tr><td valign=top><font size="-1" color=666666>Please check one.</font></td></tr>
<tr><td>
<input type=radio name="q1" value="yes">Yes<br>
<input type=radio name="q1" value="no">No<br>
</td></tr>

<tr><td height=1 valign=top bgcolor=cccccc></td></tr>
<tr><td>&nbsp;</td></tr>

<tr><td><b>2. If possible, please name the advertiser:</b></td></tr>
<tr><td><font size="-1" color=666666>Type your answer in the box.</font></td></tr>
<tr><td>
<input type=text name=".q10" value="">
</td></tr>

```

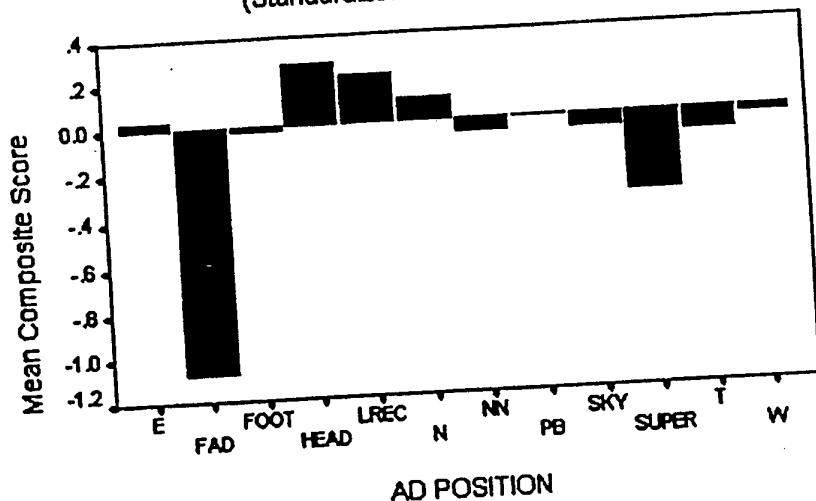
Fig 5.

		Notes	24-SEP-2002 14:33:49
Output Created			
Comments		D:\My Documents\gooey-usability\AdFeedbackLink\AnnoyanceIndex.sav	
Input	Data	clicks > 100 (FILTER)	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	89	
Syntax		GRAPH /BAR(SIMPLE)=MEAN(compscor) BY position .	
Resources	Elapsed Time	0:00:00.00	

Ad Composite Score

CTR's - Annoyance

(Standardized with M=0 and SD=1)



		Notes	24-SEP-2002 14:37:44
Output Created			
Comments		D:\My Documents\gooey-usability\AdFeedbackLink\AnnoyanceIndex.sav	
Input	Data	clicks > 100 (FILTER)	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	89	
Missing Value	Definition of Missing	For each dependent variable in a table, user-defined missing values for the dependent and all grouping variables are treated as missing.	

Fig 6

Frequencies

Statistics

	ADID	IO	POSITION
N	113	101	113
Valid	0	12	0
Missing			

Frequency Table

POSITION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	10.6	10.6	10.6
COMP	1	.9	.9	11.5
E	1	.9	.9	12.4
FAD	3	2.7	2.7	15.0
FOOT	2	1.8	1.8	16.8
HEAD	3	2.7	2.7	19.5
LREC	9	8.0	8.0	27.4
N	49	43.4	43.4	70.8
NN	1	.9	.9	71.7
PB	1	.9	.9	72.6
PU	1	.9	.9	73.5
SKY	4	3.5	3.5	77.0
SUPER	3	2.7	2.7	79.6
T	15	13.3	13.3	92.9
UCST	1	.9	.9	93.8
W	7	6.2	6.2	100.0
Total	113	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Annoyance Score	93	.01	34.56	2.5263	6.49814
Valid N (listwise)	93				

Frequencies

Statistics

Annoyance Score

N	Valid	93
	Missing	20

Fig 7

Annoyance Score

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	34.56			
	1	.9	1.1	1.1
	29.02	1	.9	1.1
	27.91	1	.9	1.1
	26.03	1	.9	1.1
	22.87	1	.9	1.1
	11.70	1	.9	1.1
	9.28	1	.9	1.1
	8.25	1	.9	1.1
	7.30	1	.9	1.1
	4.04	1	.9	1.1
	3.96	1	.9	1.1
	3.93	1	.9	1.1
	3.40	1	.9	1.1
	3.22	1	.9	1.1
	3.09	1	.9	1.1
	2.57	1	.9	1.1
	1.93	1	.9	1.1
	1.89	1	.9	1.1
	1.70	1	.9	1.1
	1.64	1	.9	1.1
	1.45	1	.9	1.1
	1.20	1	.9	1.1
	1.19	1	.9	1.1
	1.05	1	.9	1.1
	1.04	1	.9	1.1
	1.03	1	.9	1.1
	1.03	1	.9	1.1
	.88	1	.9	1.1
	.85	1	.9	1.1
	.85	1	.9	1.1
	.84	1	.9	1.1
	.84	1	.9	1.1
	.82	1	.9	1.1
	.79	1	.9	1.1
	.79	1	.9	1.1
	.70	1	.9	1.1
	.69	1	.9	1.1
	.66	1	.9	1.1
	.63	1	.9	1.1
	.53	1	.9	1.1
	.50	1	.9	1.1
	.48	1	.9	1.1
	.47	1	.9	1.1
	.47	1	.9	1.1
	.42	1	.9	1.1
	.31	1	.9	1.1
	.30	1	.9	1.1
	.30	1	.9	1.1
	.29	1	.9	1.1
	.26	1	.9	1.1
				54.8

Fig 8



Mercury

Feedback Surveys by Property

Column Legend

Annoyance +3 Enjoyable ... -3 Annoying

Intérests +3 Very interested ... -3 Not interested

Advertiser +3 Very positively ... -3 Very negatively

Relevance +3 Very relevant ... -3 Not relevant at all

Yahoo! +3 Very positively ... -3 Very negatively

Property	Ad ID	Feedback Surveys	Annoyance	Relevance	Intérests	Advertiser	Yahoo!
► address	1		-3.0000	-3.0000	-3.0000	-3.0000	0.0000
► auctions	23		0.5652	0.9130	1.2174	-0.2174	-0.0870
► briefcase	28		1.3571	0.5714	1.4643	1.2500	0.8929
► cal	15		-3.0000	1.4000	-1.6000	2.0000	-1.8000
► chat	65		0.1231	0.2615	0.1077	0.1692	0.6462
► cityguides	6		-2.5000	-0.5000	0.0000	-1.5000	-0.5000
► fin	984		-1.9573	-1.5051	-1.3608	-1.7724	-1.7297
► full-coverage	68		-1.5147	-0.7647	-0.5000	-1.0735	-0.9118
► greetings	17		0.8824	0.9412	1.4118	0.3529	0.6471
► mail	11171		-2.4265	-2.0559	-1.9782	-2.2404	-1.9397
► maps	255		-1.5216	0.3255	0.3059	-0.9647	-0.8510
► memdir	55		-1.0364	-1.0000	-1.0727	1.1091	-0.9273
► messageboards	3		1.0000	1.0000	1.0000	0.0000	1.0000
► mob	2		-2.0000	-3.0000	-2.0000	-3.0000	-3.0000
► movies	173		-1.4740	-1.4046	-0.9653	-1.8671	-1.4798
► nework	4		0.0000	0.0000	0.0000	2.2500	0.0000

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Fig 9



Mercury

Feedback Surveys by Exposures to Ad

Column Legend

Annoyance +3 Enjoyable ... -3 Annoying

Relevance +3 Very relevant ... -3 Not relevant at all

Interests +3 Very interested ... -3 Not interested

Advertiser +3 Very positively ... -3 Very negatively

Yahoo! +3 Very positively ... -3 Very negatively

Exposure	Ad ID	Feedback Surveys	Annoyance	Relevance	Interests	Advertiser	Yahoo!
► 0		1,156	-1.3625	-0.9801	-0.8616	-1.0164	-0.9715
► 1		6,664	-1.8490	-1.4328	-1.4200	-1.6954	-1.5411
► 2		1,506	-1.9548	-1.3586	-1.3008	-1.7849	-1.5345
► 3		1,097	-2.0392	-1.6253	-1.5497	-1.8870	-1.5925
► 4		650	-2.1508	-1.8385	-1.7077	-1.9646	-1.5215
► 5+		10,991	-2.4828	-2.0877	-2.0923	-2.3229	-2.0983
		22,064	-2.1648	-1.7518	-1.7325	-1.9960	-1.7903

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fig 10



Welcome to Mercury

Ad Feedback & Performance Results

By Outcome Variables



Past Reports

- [Tue, March 11, 2003](#)
- [Mon, March 10, 2003](#)
- [Sun, March 9, 2003](#)
- [View All Past Reports](#)

[View feedback for your property](#)

By Input Variables

Ad Description

- Position
- Property
- Industry
- Advertiser Id
- Other

Creative Description

- Movement
- Colors
- Sound
- Text
- Other

User Description

- [Exposures to ad](#)
- Age
- Gender
- Occupation
- Industry
- User type

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Fig 11



Mercury

Ad Feedback & Performance Report

Report By Occurrence

Column Legend

Antonym	+3 Enjoyable ... -3 Annoying	Interests	+3 Very interested ... -3 Not interested
Relevance	+3 Very relevant ... -3 Not relevant at all	Advertiser	+3 Very positively ... -3 Very negatively
	Yahoo!		+3 Very positively ... -3 Very negatively

Generated: 3/12/03

Ad ID	Occurrences	Pageviews	Clicks	CTR (%)	Occ/PV (%)	Annoyance	Relevance	Interests	Advertiser
<u>1354069</u>	24,294	316,232,002,354	604,766,474	.737015	.0000077	-1.884	-1.382	-1.244	-1.737
<u>1354069</u>	1,444	27,175,139,036	860,899	.003168	.0000053	-2.41	-2.02	-1.97	-2.23
<u>1450471</u>	1,090	199,731	3,334	1.6692451	.545734	-2.68	-2.31	-2.48	-2.51
<u>1371278</u>	1,071	13,935,625,137	0	0.00	0.00	-2.47	-2.10	-2.01	-2.27
<u>1371113</u>	1,071	13,923,098,521	0	0.00	0.00	-2.47	-2.10	-2.01	-2.27
<u>1371104</u>	1,071	13,922,488,471	0	0.00	0.00	-2.47	-2.10	-2.01	-2.27
<u>1450462</u>	939	168,429	2,691	1.5977059	.5575049	-2.58	-2.36	-2.41	-2.40
<u>1469929</u>	563	1,277,825	30,834	2.4130065	.0440592	0.33	-0.15	0.10	0.12
<u>1450464</u>	495	368,224	3,301	.8964652	.134429	-2.65	-2.09	-2.43	-2.39
<u>1391830</u>	459	918,441	4,969	.5410255	.049976	-1.64	-1.17	-1.31	-1.28
<u>1391833</u>	425	581,110	3,685	.6341312	.0731359	-1.93	-1.36	-1.68	-1.67
<u>1391832</u>	410	495,602	3,342	.6743314	.0827277	-1.94	-1.61	-1.79	-1.77
<u>1464047</u>	404	236,403	2,053	.8684323	.1708946	-2.05	-2.24	-2.10	-1.99
<u>1450459</u>	395	276,294	2,272	.8223125	.1429637	-2.64	-2.21	-2.42	-2.33
<u>1385029</u>	323	5,440,513,406	562,234	.0103342	.0000059	-2.39	-2.09	-1.97	-2.21
<u>1385030</u>	306	5,354,124,934	548,914	.0102522	.0000057	-2.37	-1.93	-1.90	-2.13
<u>1385032</u>	299	5,339,393,506	545,843	.0102229	.0000056	-2.63	-2.27	-2.14	-2.45
<u>1263982</u>	286	22,507,391,858	0	0.00	0.00	-2.12	-1.88	-1.85	-1.98
<u>1407384</u>	266	770,199,496	0	0.00	0.00	-2.30	-1.66	-1.82	-2.07
<u>1402189</u>	249	3,146,233,661	534,875	.0170005	.0000079	-2.31	-1.93	-1.93	-2.14
<u>1477274</u>	227	742,732	2,492	.3355181	.0305628	-2.63	-1.88	-2.40	-2.33
<u>1453290</u>	211	2,181,768,525	0	0.00	0.00	-2.38	-2.07	-2.06	-2.21
<u>1302760</u>	197	5,917,158,214	1,032,610	.0174511	.0000033	-2.39	-1.92	-1.87	-2.20
<u>1302852</u>	189	6,929,204,111	1,277,397	.018435	.0000027	-2.36	-2.03	-1.84	-2.28
<u>1413998</u>	182	2,849,239,086	146,217	.0051318	.0000064	-2.42	-2.15	-1.99	-2.15
<u>1457702</u>	172	1,576,716	7,661	.4856833	.0109087	-1.26	-1.43	-1.32	-1.01
<u>1354073</u>	166	5,119,168,007	1,118,867	.0218564	.0000032	-1.28	-0.63	-0.45	-1.34
<u>1079823</u>	166	14,830,140,698	818,284	.0055177	.0000011	-1.28	-0.63	-0.45	-1.34
<u>1413996</u>	164	2,448,946,280	80,302	.003279	.0000067	-2.58	-2.10	-2.05	-2.38
<u>1472695</u>	145	1,979,142,779	255,191	.012894	.0000073	-2.42	-1.96	-1.89	-2.16
<u>1354070</u>	144	1,203,070,838	175,117	.0145558	.0000012	-2.29	-1.67	-1.60	-1.97
<u>1483938</u>	140	499,485	1,404	.2810895	.0280289	-2.18	0.07	-1.37	-2.10
<u>1460528</u>	126	3,009,544	13,067	.4341854	.0041867	-2.22	-2.04	-2.11	-1.74
<u>1460395</u>	124	805,307	7,240	.899036	.0153979	-1.94	-0.54	-1.59	-1.78
<u>1302751</u>	123	3,247,960,559	443,972	.0136893	.0000038	-2.68	-2.50	-2.35	-2.49
<u>1430366</u>	121	1,047,686,306	95,718	.0091361	.0000115	-2.27	-1.89	-1.83	-2.14
<u>1438687</u>	109	454,571,207	56,416	.0124108	.0000024	-2.45	-1.73	-1.50	-2.21
<u>1449102</u>	106	1,001,866,836	28,416	.0028363	.0000106	-2.43	-2.06	-2.01	-2.23
<u>1449089</u>	106	1,001,868,920	30,086	.003003	.0000106	-2.60	-2.18	-2.39	-2.45
<u>1475468</u>	105	1,165,156,159	63,975	.0054907	.000009	-2.33	-1.90	-1.82	-2.06

Fig 12



Mercury

Feedback Surveys by Property

Property	Ad ID	Date	Ad Related?	Feedback Surveys
► address				27
► auctions				84
► briefcase				36
► cal				25
► cb				135
► chat				157
► cityguides				9
► classifieds				8
► fin				1,315
► full coverage				96
► greetings				53
► mail				15,773
► maps				543
► memdir				97
► messageboards				36
► mob				6

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Fig 13



Welcome to Mercury

Ad Feedback & Performance Results

By Outcome Variables



Latest Best Performer's Reports

Thu, April 10, 2003

Past Full Reports

- Thu, April 10, 2003
- Wed, April 9, 2003
- Tue, April 8, 2003
- View All Past Full Reports

View feedback for your property

By Input Variables

Ad Description

- Position
- Property
- Industry
- Advertiser Id
- Other

Creative Description

- Movement
- Colors
- Sound
- Text
- Other

User Description

- Exposures to ad
- Age
- Gender
- Occupation
- Industry
- User type

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Fg 14



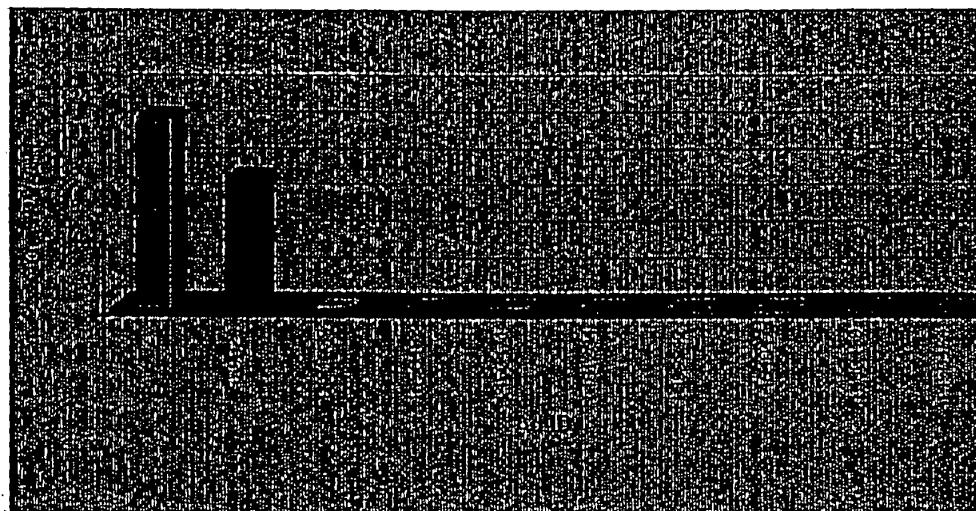
Mercury

Ad Feedback & Performance Report

Best Performers/Top 10 Report By:

[Occurrence](#) | [Pageviews](#) | [Clicks](#) | [CTR \(%\)](#) | [Occ/PV \(%\)](#) | [Annoyance](#) | [Relevance](#) | [Interests](#) | [Advertiser](#) | [Yahoo](#)

Occ/PV (%): Top 10



Column Legend

Annoyance	+3 Enjoyable ... -3 Annoying	Interests	+3 Very interested ... -3 Not interested
Relevance	+3 Very relevant ... -3 Not relevant at all	Advertiser	+3 Very positively ... -3 Very negatively
		Yahoo!	+3 Very positively ... -3 Very negatively

Ad ID	Occurrence	Pageviews	Clicks	CTR (%)	Occ/PV (%)	Annoyance	Relevance	Interests	Advertiser	Yah
Tot. Mean	19	146,733,682	257,371	1.247292	0	-1.933	-1.473	-1.365	-1.801	-1.
Tot. Median	2	12,066,537	10,031	0.103	0	-3	-2.14	-2	-2.45	
<u>TOTAL</u>	<u>4,896</u>	<u>1,834,945</u>	<u>20,236</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<u>559025</u>	<u>20</u>	<u>19</u>	<u>307</u>	<u>1615.7894737</u>	<u>105.2631579</u>	<u>-2.40</u>	<u>-1.80</u>	<u>-2.10</u>	<u>-1.75</u>	<u>-</u>
<u>559024</u>	<u>8</u>	<u>11</u>	<u>3</u>	<u>27.2727273</u>	<u>72.7272727</u>	<u>-1.50</u>	<u>-1.38</u>	<u>-1.50</u>	<u>-1.50</u>	<u>-</u>
<u>1481235</u>	<u>2</u>	<u>188</u>	<u>5</u>	<u>2.6595745</u>	<u>1.0638298</u>	<u>-3.00</u>	<u>-3.00</u>	<u>-1.50</u>	<u>-1.50</u>	<u>-</u>
<u>1450462</u>	<u>1,451</u>	<u>276,868</u>	<u>4,313</u>	<u>1.657782</u>	<u>.5240765</u>	<u>-2.61</u>	<u>-2.36</u>	<u>-2.48</u>	<u>-2.45</u>	<u>-</u>
<u>1450471</u>	<u>1,750</u>	<u>340,335</u>	<u>5,395</u>	<u>1.5852028</u>	<u>.5141992</u>	<u>-2.69</u>	<u>-2.34</u>	<u>-2.50</u>	<u>-2.51</u>	<u>-</u>
<u>1481234</u>	<u>1</u>	<u>195</u>	<u>8</u>	<u>4.1025641</u>	<u>.5128205</u>	<u>-3.00</u>	<u>-3.00</u>	<u>-3.00</u>	<u>-3.00</u>	<u>-</u>
<u>1399942</u>	<u>4</u>	<u>1,038</u>	<u>35</u>	<u>3.371869</u>	<u>.3853565</u>	<u>3.00</u>	<u>0.75</u>	<u>0.75</u>	<u>3.00</u>	<u>-</u>
<u>1464047</u>	<u>404</u>	<u>236,403</u>	<u>2,055</u>	<u>.8692783</u>	<u>.1708946</u>	<u>-2.05</u>	<u>-2.24</u>	<u>-2.10</u>	<u>-1.99</u>	<u>-</u>
<u>1450459</u>	<u>539</u>	<u>411,860</u>	<u>3,276</u>	<u>.7954159</u>	<u>.1308697</u>	<u>-2.66</u>	<u>-2.24</u>	<u>-2.41</u>	<u>-2.38</u>	<u>-</u>
<u>1450464</u>	<u>717</u>	<u>568,028</u>	<u>4,839</u>	<u>.8516946</u>	<u>.1262262</u>	<u>-2.65</u>	<u>-2.15</u>	<u>-2.43</u>	<u>-2.41</u>	<u>-</u>

[View Full Report](#)

Fig 15

Mercury System Workflow

Y! User	6/13/2003
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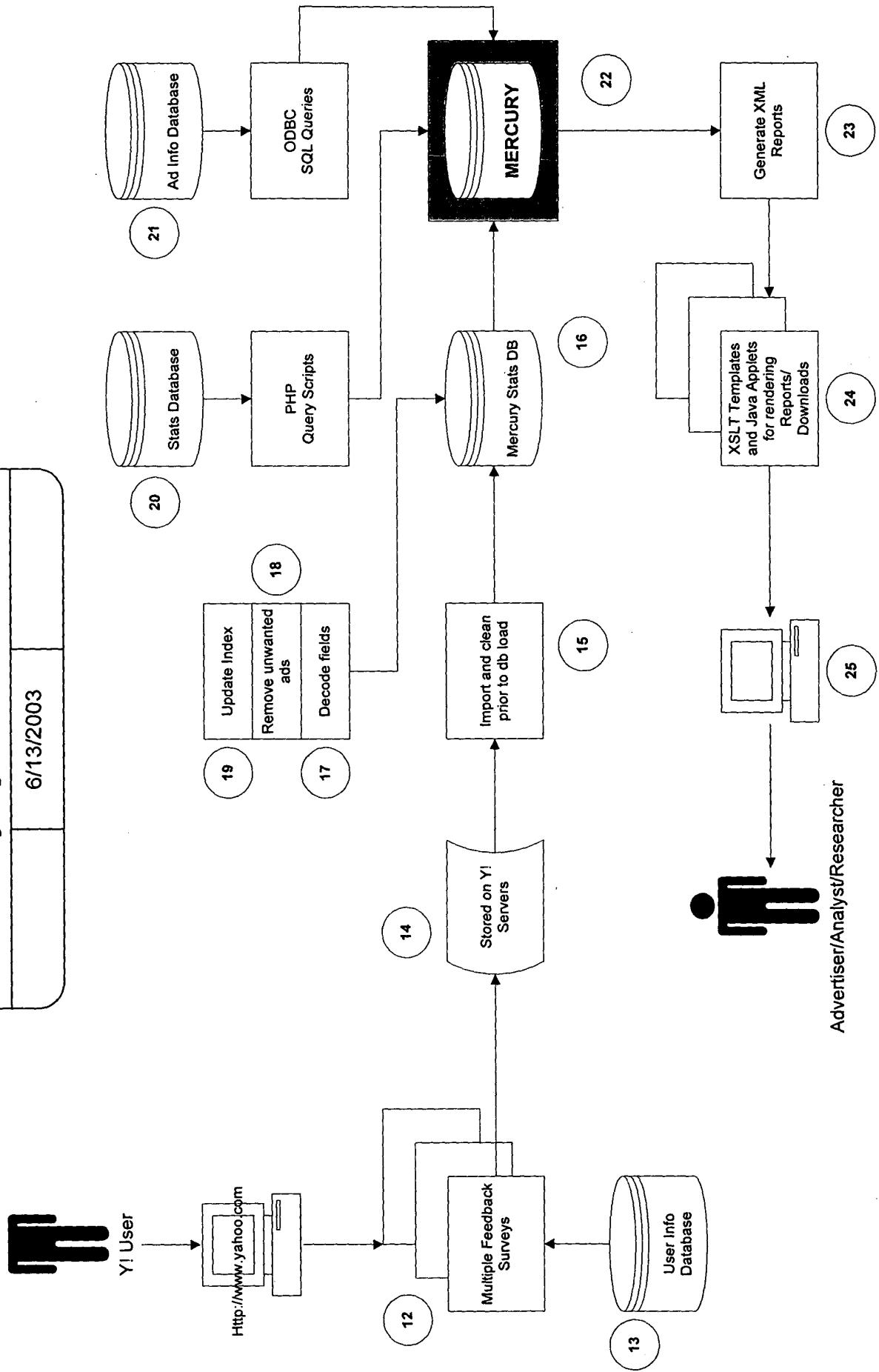
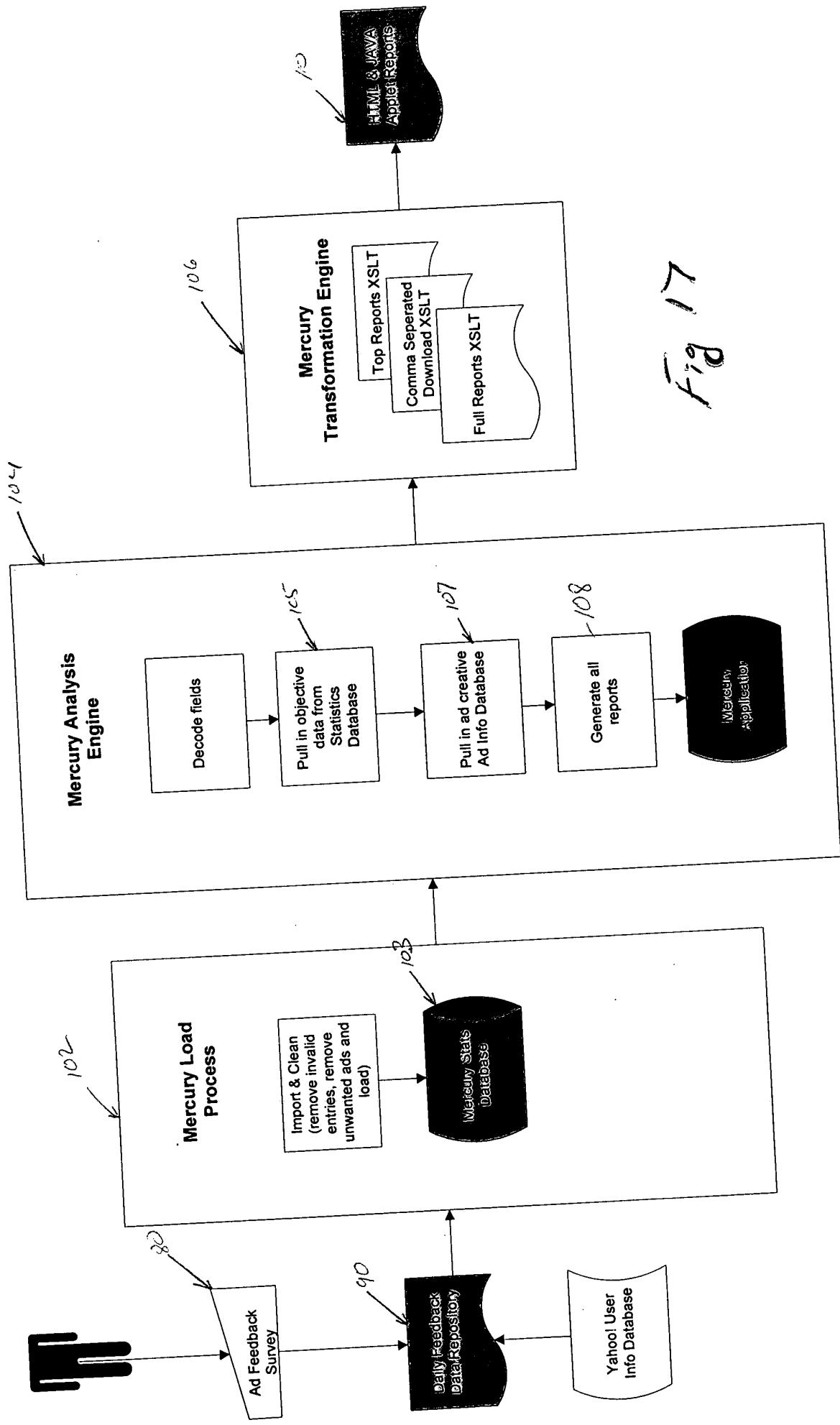


Fig 16





Mercury

Configure Mercury Options & Settings

Blacklisted Ad IDs (most recent)

Ad ID	Date Added to Blacklist	Options
1490470	04/07/2003 12:51:41 PM	Undo (disabled)
1295176	04/04/2003 04:23:52 PM	Undo (disabled)
1226762	03/12/2003 04:14:37 PM	Undo (disabled)
1226764	03/12/2003 04:13:15 PM	Undo (disabled)
1226834	03/12/2003 04:13:00 PM	Undo (disabled)

95 total ad IDs blacklisted
[View Entire Blacklist](#) | [Add To Blacklist](#)

Column Formulas (most recent)

Column Name	Created	Author	Status
JNBTest1	04/09/2003 10:17:19 AM	John Boyd	
Q-Combined	03/13/2003 02:40:38 PM	System Defined	
Occ/PV (%)	03/13/2003 02:25:54 PM	System Defined	
CTR (%)	03/13/2003 02:20:11 PM	System Defined	
Annoyance	03/13/2003 02:28:11 PM	System Defined	

13 total column formulas
[View All Column Formulas](#) | [Add New Column Formula](#)

Custom Reports (most recent)

Report Name	Created	Author	Status	Last Run
test4	03/21/2003 05:04:00 PM	Paul Kim		Not run yet
PK Custom Report	03/14/2003 12:47:16 PM	Paul Kim		Not run yet
custom_test	03/25/2003 11:29:34 AM	Paul Kim		Not run yet
custom_test2	03/25/2003 11:30:59 AM	Paul Kim		Not run yet
custom_test3	03/25/2003 04:33:14 PM	Paul Kim		Not run yet

5 total custom reports
[View All Custom Reports](#) | [New Custom Report](#)

Data Collection Constraints

- [Date Range](#)

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Fig 18



Mercury

Configure New Column Formula

NOTE: This form allows you to configure a new column for your reports based on an algorithm/formula from existing columns in the report.

Author John Boyd

Column Name

10 characters left - max 10 chars

Note* Your new column name can NOT have a name similar to one of Mercury's Math Functions. Unexpected results may occur.

Description

Status

Active Inactive

Variables: (existing columns)

Ad ID
Advertiser
Annoyance
Clicks
CTR (%)
Interests
JNBTest1

*click to select
[Column Legend](#)

Math Functions:

+

-

*

/

modulo

average

round

*click to select

Formula:

Note* Each math function must have a space between it and the variable it is being applied to.

[Edit History](#)
Created by John Boyd

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Fig 19



Mercury

Column Formula > JNBTest1

NOTE: This form allows you to configure a new column for your reports based on an algorithm/formula from existing columns in the report.

Author	John Boyd
Column Name	JNBTest1
Description	John's first test composite score
Status	Active

Formula:
OccIPV (%) * average

[Edit](#) [Delete](#) [View](#) [History](#)

▼ Edit History

Created by John Boyd
Edited by John Boyd on

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Fig 20



Mercury

Configure Custom Report > test4

NOTE: This form allows you to create a custom report based on defined column formulas in the system. Just select the columns you want to appear in your report and click submit. Your report will be run right away if the date range remains the same, if you modify the date range, you will need to pick up your report tomorrow.

Author Paul Kim
Report ID 22700400
Report Name
Description
Date Range
Status Active Inactive
Last Run Msg Not run yet

For My Report

Existing columns (active):

Ad ID
Advertiser
Annoyance
Clicks
CTR (%)
Interests
JNBTest1

[Column Legend](#)

Used in this report:

Ad ID
JNBTest1

[View Column Legend](#)

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Fig 21



Mercury

[:: Home](#) | [Setup](#)
User: John Boj

Data Collection Constraints: Date Range

NOTE: This form allows you to specify the date range constraints on the data collected for pageviews and clicks on all ad ids in Mercury. Updating the date range will effect the data collection of all future reports ONLY.

Use special keyword "today" for the end date to keep stats current.

Date Range

10/01/2002

16

to

today

16

[Search Results](#) [Report](#)

▼ Edit History
Created by Paul Kim
Edited by Paul

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Fig 22